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5 **DISTRIBUTED CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
 SYSTEMS AND METHODS**

 ABSTRACT

 This document discusses, among other things, systems and methods for
10 implementing at least partially automated customer relationship management
 (CRM) distributed across various enterprises or entities. Such entities may include
 an anchor or affinity enterprise vending a "whole product" to consumers, and
 various secondary or tenant enterprises vending components of the whole product.
 Such entities may also include a reseller or other value-adder as the affinity
15 enterprise, and the product manufacturer as the secondary enterprise. By providing
 a distributed CRM content provider, documentation or other content can be
 substantially independently created, managed, and/or updated by the particular
 entity most capable of doing so. Autocontextualization of documents and/or user-
 provider dialog to concepts allows efficient and inexpensive content management.
20 In addition to dialog-driven concept-organized content providers, other content
 providers include, among other things, web site documents or services, text search
 engines, discussion threads, and/or escalation to (or de-escalation from) an interface
 for interacting with a human customer service representative over a computer
 network or at the enterprise's CRM call center.

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